



PUBLIC AFFAIRS

DEPARTMENT OF DEFENSE
DEFENSE MEDIA ACTIVITY
601 NORTH FAIRFAX STREET
ALEXANDRIA, VIRGINIA 22314-2007



JUL 18 2008

DEFENSE MEDIA ACTIVITY OPERATING INSTRUCTION

NUMBER 00-01

SUBJECT: Defense Media Activity (DMA) Operating Instruction (OI) System

References: (a) DoD Directive 5105.74, "Defense Media Activity," December 18, 2007
(b) DoD Directive 5025.01, "DoD Directives Program," October 28, 2007
(c) DoD Directive 5015.02, "DoD Records Management Program,"
March 28, 2007

1. PURPOSE. Pursuant to DoD Directive 5105.74, reference (a), this OI:

- a. Establishes the OI System for DMA.
- b. Establishes policy, assigns responsibilities, and prescribes procedures for preparing DMA OIs.
- c. Displays the standard format for DMA OIs.

2. APPLICABILITY. This OI applies to all organizational elements of the DMA, hereafter referred to collectively as "DMA Components." Guidelines and procedures that impact organizations outside of DMA will be issued through the DoD Directives system in accordance with DoD Instruction 5125.01, reference (b).

3. DEFINITIONS

- a. DMA Operating Instruction. A document that establishes policies, procedures, and guidelines, assigns responsibilities, and identifies authorities for the operation and administration of the DMA and its programs.
- b. DMA Operating Instruction System. A single, uniform system by which DMA Components develop, coordinate, review, approve, publish, maintain, and distribute DMA OIs.
- c. Directors of DMA Components. Officials who manage an organizational element of DMA and report directly to the Director, DMA, or who are otherwise authorized by the Director, DMA to exercise the responsibilities contained in subparagraph 5.b., below.



4. POLICY. The DMA OI System shall be managed in accordance with the guidelines contained herein, consistent with the standards established in DoD Directive 5025.01, reference (b).

5. RESPONSIBILITIES

a. The Chief of Staff, DMA shall approve all DMA OIs.

b. The Directors of DMA Components shall:

(1) Prepare and coordinate OIs and associated changes as needed to effectively operate, manage, and administer programs and activities within their respective areas of responsibility.

(2) Ensure that the content of OIs is consistent with DoD guidance and reflects current governing policies, procedures, responsibilities and authorities.

(3) Review and provide recommendations on proposed OIs being prepared by other Directors of DMA Components within the suspense date provided.

(4) Review and recommend changes, reissuance, cancellation or recertification of OIs, as required, but not less than every four years in accordance with DoD Directive 5025.01, reference (b).

(5) Publish supplemental written guidance for overseas organizational components of DMA that are under their supervision, when required to adapt DMA policy to local operating conditions. In such cases:

(a) The supplemental guidance must be consistent with existing OIs and established DMA policies.

(b) A draft of the guidance must be coordinated with and concurred in by the Director of Enterprise Services and the DMA General Council before publication.

c. The DMA General Counsel shall coordinate on all DMA OIs.

d. The DMA Director of Enterprise Services shall:

(1) Manage and administer the OI System.

(2) Serve as the proponent for OI policy, currency, and compliance with standards. Establish and maintain standard format and procedures for processing OIs and publish them on the DMA Intranet.

(3) Coordinate on all new and revised OIs, changes to existing OIs, and cancellations to ensure compliance with the policies, guidelines, formats and procedures established pursuant to subparagraph 5.d.(2), above.

(4) Mediate coordination impasses between the Directors of DMA Components and refer unresolved non-concurrences to the Chief of Staff, DMA.

(5) Assign each OI a number in accordance with Enclosure 1 and assign a current date on all OIs and revised OI pages prior to their publication.

(6) Maintain the official copies and historical records of all OIs and associated documentation in accordance with subparagraph 5.3.2 of DoD Directive 5015.02, reference (c).

6. PROCEDURES

a. New and revised OIs will be developed and processed as follows:

(1) OIs will be prepared in accordance with the format depicted in this OI, using twelve pitch Times New Roman font.

(2) Draft OIs will be coordinated by the originating DMA Component with the DMA General Counsel and the Directors of DMA Components.

(3) At the completion of this staffing process, the OI will be forwarded to the Chief of Staff, DMA, as a signature-ready document, via a memorandum through the Director of Enterprise Support. This memorandum will:

(a) Identify the purpose of the OI.

(b) Indicate which DMA Components have concurred/non-concurred.

(c) Include, as attachments, copies of the concurrences, non-concurrences, and/or comments received. Each comment will be annotated to show whether it has been accepted or rejected and, in the latter instance, the reasons for rejection.

(d) Briefly summarize all non-concurrences and unresolved issues.

(e) Recommend signature or provide options for the resolution of unresolved issues for decision by the Chief of Staff, DMA.

b. Changes to OIs will be accomplished as follows:

(1) Administrative and conforming changes to existing OIs will be forwarded through the DMA General Counsel to the Director of Enterprise Services, for approval.

(a) An administrative change alters only non-substantive portions of an OI, such as titles/dates of references and organizational names or symbols.

(b) A conforming change is made to comply with a recent and specific Executive Order, legislative provision, DoD Directive or other DoD issuance, or Secretary or Deputy Secretary of Defense directive-type or policy memorandum.

(2) Substantive changes to existing OIs will be coordinated and processed in accordance with subparagraph 6.a, above.

(a) A substantive change amends an essential section of an OI (such as purpose, applicability, policy, responsibilities, and procedures) but does not require a complete revision of the OI.

(b) Upon approval, the Director of Enterprise Services will verify the change and mark, "Incorporating Change (number and date)" beneath the original date of the OI and post the changed document to the DMA Intranet.

c. Cancellation of OIs will be accomplished as follows:

(1) A DMA Component may request cancellation of an OI when it has served the purpose for which it was intended, is no longer needed, and is not appropriate for incorporation into a new, revised, or existing issuance.

(2) The cancellation of an OI will be coordinated and processed in accordance with subparagraph 6a, above.

(3) Upon approval of the cancellation by the Chief of Staff, DMA, the Director of Enterprise Services will remove the OI from the DMA Intranet and post the date it was cancelled to the OI index.

7. REPORTING REQUIREMENTS. None.

8. EFFECTIVE DATE. This OI is effective immediately.



Robert T. Hastings
Principal Deputy Assistant Secretary
of Defense for Public Affairs

Enclosure:
As stated

ENCLOSURE 1

OPERATING INSTRUCTION NUMBERING SYSTEM

1. DMA Operating Instructions will be numbered in accordance with the following system:

- 01 Operating Instruction System
- 10 Administrative Services
- 20 Human Resources
- 20-1 Merit Staffing
- 30 Budget, Finance & Accounting
- 40 Acquisition, Contracting & Procurement
- 50 Facilities & Logistics
- 60 Technology, Information Systems & Telecommunications
- 70 Training
- 80 Operations
- 90 Security & Force Protection